

TRUMBULL BUSINESS NEWS

January, 2011

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Driving Forward from the Road Behind

It was a journey of challenges, perseverance and good fortune as Trumbull traversed through 2010. The year began with pessimistic predictions for commercial development from national economists. Yet, it was early January of 2010 when Trumbull celebrated the official openings of Sun Products' newly remodeled R&D Center on Trefoil Drive, and CooperSurgical's new headquarters on Corporate Drive.

While CooperSurgical and Sun Products openings created a strong beginning, filling office vacancies was challenging as corporations everywhere wrestled with their own economic recovery. Nevertheless, more projects were approved, started and completed in Trumbull than most people even imagined, and several new businesses moved to town.

This newsletter provides a recap of the Trumbull's Economic & Community Development journey through 2010, and a glimpse of where we are headed in 2011.



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An Active Year for Planning & Zoning



All new development projects begin with an application for approval from Planning and Zoning. In 2010, the number of Planning & Zoning applications increased by 52% compared to the total number of applications for 2009. P&Z also adopted some significant business-friendly zone modifications that provide flexibility to businesses and commercial developers.

One of the most significant additions to the zoning regulations was the concept of a mixed use zone, allowing commercial and residential use on a single parcel. Subsequently, the first mixed use project in Trumbull was approved in the Long Hill Green area.

P&Z adopted three additional zoning regulations. First, adaptive reuse regulations were added to allow the consideration of non-residential uses on properties already containing a non-conforming use and on historic properties. Second, educational and recreational businesses are now permitted in commercial and industrial zones. Third, the Professional Office District was expanded to

Please see *P&Z* on page 4

First
Selectman

Timothy M.
Herbst

Economic
Development
Commission

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Chairman

Jack Berg
Patricia Connelly
Tom Ginis
Beryl Kaufman
Karl Mizak
Dave Rutigliano
Ralph Sather
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Economic
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Laying Ground for a Friendly Business Environment

Trumbull Economic & Community Development worked diligently to support activities and implement strategies to foster a thriving businesses community. In addition to walking various applicants through the P&Z approval process, the department successfully obtained state funding, drafted a tax incentive program, connected businesses with the community and the media, and helped businesses network with one another. Here are some of the fruits of our labor:

- Established Trumbull Corporate Park Association
- Completed Trumbull Center Streetscape Project
- Obtained over \$700,000 in grants and funding for improvements in commercial zones
- 27 new businesses announced
- Organized and/or publicized various community events which involved local business support, such as Trumbull Day at the Zoo, Haiti Relief



Effort, Trumbull Arts Day at Trumbull Center, Collection for our Troops, Annual Concert, Walk-A-Thons in the Corporate Park and at Westfield, Westfield Fireworks Event, etc.

- Connected the media to several businesses to highlight interesting stories
- Held annual business breakfast for 150 business people
- Drafted a tax incentive strategy currently under consideration
- Identified specific commercial areas for road and sidewalk improvements in 5-year capital plan.

Trumbull Opens Its Doors to New Businesses

The Town recorded more new businesses moving into commercial zones in 2010 than were recorded in 2009. Here is a list of new businesses:

- **Beast Training:** Personal Training
- **Danielle's Lunch Box:** Lunch, Deli, Catering
- **Deluxe Cleaners:** Cleaners and Tailor
- **Family Time:** Simplifying Family Lives
- **Dr. Timothy Ehrlich:** Weight Loss Physician
- **Girl Spot:** Alternative Fitness Classes
- **Ital-UIL-USA:** Social Security assistance for persons from qualifying foreign countries
- **Kumon Math & Reading Learning Center**
- **Printer Source:** Distributors of Printers
- **LaPorta Partners:** Construction Mgt.
- **United Sample:** Online Market Research
- **Sapore Deli:** Deli and Catering

- **Norma Pfriem Cancer Center:** Cancer Treatment Center
- **Digital Realty Trust:** Data Center Solution
- **Verizon Wireless:** Mobile Phone Store
- **TRC Global Solutions:** Relocation Services
- **Panera Bread:** Dining
- **Sketchers:** Shoes
- **Metro Park:** Clothing
- **Posh:** Nails
- **Sanrio:** Fashions
- **Ching Mai Tai:** Dining
- **Saladworks:** Dining
- **LA Fitness:** Fitness
- **Teavana:** Teas & Gifts
- **Sephora:** Cosmetics
- **Okaida:** Children's Clothing



*Sketchers Opened
at Westfield*



*Sapore Deli
at Trumbull Center*



*Sephora Cosmetics
at Westfield*



*Home Veterinary Services
on Church Hill Road*

Westfield Unveiled

Westfield celebrated its grand reopening of the Trumbull-Westfield Shopping Center on November 19. It was an exciting day for Westfield, and for the Town.

The \$45M renovation project completely changed the look and feel of the Center and has positioned the mall as an upscale, family-friendly, regional destination. Shoppers have clearly embraced Westfield's new look as many

stores reported strong holiday sales. Some even reported record-breaking sales during the holiday season.

Trumbull has been reborn and it is off to an excellent beginning. Watch for additional new stores in 2011, such as H&M, Ten Asian Bistro, and several other great names in retail and dining.

Westfield's Renovation project was all wrapped up in time for the holidays. The interior is bright and airy, with an upscale ambiance.



The new family play area and family center are located outside of JC Penney

High Visibility

Trumbull's Economic and Community Development Commission strived to keep Trumbull on the radar screen and build the Town's business-friendly image.

In a sluggish economy, prospects are scarce and challenging to attract. To compensate, Trumbull Economic and Community Development collaborated with the press, initiated or wrote articles about Trumbull businesses & developments; sent newsletters, postcards and social media announcements; and advertised, facilitated and promoted business and community events. One tangible outcome of the buzz we created was being listed in **Relocate America's** Top Ten Small Towns, and its Top 100 Best Places to Live for the second year in a row.

Go to our website to view some of the business news and stories published in 2010:

www.trumbulleconomicdevelopment.com

Many thanks to our media friends and partners, as well as our business support organizations, including the Trumbull Chamber of Commerce, Trumbull Business Network, and BNI, who helped us keep the buzz going on about Trumbull's business community.



P&Z - Approved Projects continued from page 1

allow offices on three properties on Church Hill Road, and on Main Street between the Bridgeport border and the Merritt Parkway.

Among the more significant development projects approved in 2010 were façade renovations to revitalize Trumbull Center and the completed \$45 million renovation of Westfield Trumbull Mall. In addition, approvals for construction were obtained for a mixed use application at Luigi's Long Hill Green and a 77,000 s/f medical building on Quarry Road. Other approved projects in 2010 included the mobile veterinarian and a medical office on Church Hill Road; LA Fitness at Westfield Mall; two expansions at Scan Tools; and the new Norma Pfriem Cancer Treatment on Park Avenue. Construction for these projects are expected to be completed in 2011 and will lay a strong economic development foundation for 2011.



Ground Breaking for Bridgeport Hospital's Norma Pfriem Cancer Treatment Center to be constructed in 2011



Design for Approved Medical Building on Quarry Road near movie theaters



Design for Phase 2 of Trumbull Center Renovations at Webster Bank Building starting in 2011



Design for Dr. Patrignelli's New 6,000 s/f Medical Office coming on Church Hill Road - to be constructed in 2011



Design for Mixed Use Development at Luigi's Bakery on Long Hill Green - construction expected in 2011



New Mobile Veterinary Service on Church Hill Road - approved and opened in 2010



Design for Phase 3 (Patriot's Bank Building), and Phase 4 (Courtesy Carpet Building) at Trumbull Center - construction to start in 2011

It was a good year for Economic Development Projects. Many thanks to P&Z for the approvals and business-friendly modifications to regulations



LA Fitness approved at Trumbull Westfield Mall



Scan Tools is expanding by over 20,000 s/f

IT TAKES BUSINESS TO ENRICH A COMMUNITY

Trumbull is fortunate to have so many businesses that are actively involved and supportive of the community. In 2010, businesses were heavily engaged in support of the community and participated in numerous events. While it is impossible to name each organization individually, please know we appreciate each and every one for their generosity of time, funding, and expertise to help Trumbull be vibrant and thrive.



*THANK YOU! to our
Businesses and
Community
Organizations for all
you do for Trumbull*

Businesses and Community Organizations welcomed residents at "Beardsley Zoo Celebrates Trumbull" Day in June, 2010

Here are just some examples of how businesses support Trumbull:

- Volunteered in the schools by reading aloud, informing, teaching, and providing career guidance
- Sponsored school programs, such as the Business Education Initiative grants, Trumbull High March Band and Sports Programs
- Sponsored our concerts and other recreational activities
- Supported sustainability activities by participating in the "Tidy-Up Trumbull" and "Day of Caring" programs; enhancing the playground at the Nature Center; representing the town at the "Green Faire;" and funding solar panels at the library
- Participated and sponsored in walk-a-thons, golf tournaments, and races that raised money to benefit students and local charities
- Helped fund equipment and supplies for our playgrounds, library, nature center, and schools

In Store for 2011

The Departments of Planning and Zoning and Economic Development have merged to form the Department of Economic and Community Development in order to enhance and optimize synergies and service. The P&Z and EDC Commissions will remain separate, but will work closely together. Here is a peek at what to expect from all of us this year:

- Expect to see LA Fitness, Ten Asian Bistro, H&M, and several other new stores and food court options at Westfield
- Three more buildings will be renovated in Trumbull Center
- Home Depot will open in March and a new 16,000 s/f retail building will be constructed on the same parcel of land
- Construction will be completed for the medical building on Quarry Road and the Norma Pfriem Cancer Center on Park Avenue
- New buildings are planned to be constructed next to Marisa's & Luigi's
- A strategic tax incentive program will be proposed
- EDC will form a new Trumbull Center Merchants Association
- P&Z will consider developing and adopting modifications to the Plan of Development and Zoning Regulations to optimize commercial zones
- New ordinances will be developed to address zoning and historical preservation concerns
- Streetscape and road improvements at Trumbull Center and the Trumbull Corporate Park will be implemented thanks to state grants
- Route 111 and Reservoir Avenue are expecting new development proposals

It should be another active year. Subscribe to this newsletter to stay informed.

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www.trumbulleconomicdevelopment.com
- Find Business Resources and Leads:
www.trumbullresources.com
- Get latest Town Announcement and Events:
www.trumbull-ct.gov
- Join the Trumbull Chamber and get access to more than 1,100 members and 80 business and learning events in Trumbull, Bridgeport, and Stratford per year
www.brbc.org
- SCORE Workshops and Webinars:
www.scorect.org
- Join a Business Leads Group:
 - Trumbull Business Network: www.trumbullbn.com
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